

BASKETBALL ECONOMY

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Ownership

Controlling assets in the modern basketball era



According to CBA, the number of basketball owners that were existing players is on the rise. The need for these type of experienced professionals has never been more needed.

Photo: Provided by CBA

When you think of team ownership in the world of professional basketball, you typically don't think of existing professional players in that position. It seems that those days are rapidly changing, and more ex-professional basketball players are aligning themselves as equity owners in the Basketball Economy. The trend and surge of interest is nevertheless well needed in this modern basketball era. With former players such as, [Grant Hill](#) (ownership in the Atlanta Hawks), and [Shaquille O'neal](#) (ownership in the Sacramento Kings), many other current & former players are taking a page out of these hall of famers playbook.

One can only fathom the daily, monthly, and yearly tasks that team owners conjure throughout their tenure in office. And with the global Basketball Economy constantly evolving, managing the execution process has never been more critical than ever for owners. With sponsorships, ratings, ticket sales, and attendance metrics being a high priority for organizations, these factors weigh in pretty heavy towards on every key decision. And ultimately the right decisions will lead teams towards the path of success. So the question is, how can team owners manage and control their assets, both on the court and in office? It seems, one way is by holding their executive leadership team accountable for every tangible and intangible asset.

For example, [Daryl Morey](#), GM of the Houston Rockets, used behavioral economics to sort out the best potential draft prospect for his organization, and also to rule out making judgements based solely on face to face interactions. By doing so, he successfully captured the talents of Yao Ming and James Harden, who both turned out to not just be high quality basketball players, but even more importantly high quality people. Decisions like these, that work, can ultimately create the cornerstone of success for organizational leadership.

Another way for team owners to gain a strong grasp on asset management, is to actively participate in operational functions that are presented outside of the boardroom. When team owners and executive leadership partake in every aspect of organizational operations, those teams create a sound culture & environment that's transparent and effulgent for employees to thrive and stay motivated, and give a maximum effort. Although the nature of professional basketball can appear shallow at times; from being driven by the large salaries, and the multi-million dollar endorsement deals. Those tangible rewards can only go so far when you're dealing with the notion of the human morale. We've noticed a significant difference in team owners who are more apt of applying modes of empathy in their leadership design. They saw a more fulfilling return on their investments, compared to egotistical and self-centered leadership thats controlled by fear and hubris.

From a study conducted by Forbes, they examined 14 NBA team owners, and measured their net-worths to determine who has more assets under control — and to manage. For us, this study proved and taught us that these financial tycoons are not just passionate basketball enthusiasts, but they are extremely driven by the world of sports in full. Outside of the NBA, almost each owner has either major or minority ownership in other sports such as the NFL, and NHL. From the ever increasingly, and overwhelmingly high profit margins, to being publicly known throughout the sports world, these moguls enjoy every second of public attention with the biggest smiles and deepest pockets to back them. And it appears that they'll stay that way until if and when they decide to sell their assets, or hand over the control to their offsprings or spouse.

So it seems, the best way for ownership to thrive is for leadership to fully understand the complexities of their assets through and through, and to learn how to apply personal high-quality attributes in their business environment — to continue leading their organizations towards success.

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